

# **Download Summary The Ultimate Competitive Advantage - Donald Mitchell And Carol Coles**

Review the key ideas in the book *The Ultimate Competitive Advantage* by Donald Mitchell & Carol Coles in a condensed Soundview Executive Book Review. Summaries & book reviews of the year's top business books - in text and audio formats. The must-read summary of Donald Mitchell and Carol Coles' book: "The Ultimate Competitive Advantage: Secrets of Continually Developing a More Profitable Business Model". Donald Mitchell and Carol Coles, all six have successfully implemented multiple business model innovations. They use these, and dozens of other companies, to argue that the ultimate Donald Mitchell (Donald W. Mitchell is chairman and co-founder of Mitchell and Company ([www.mitchellandco.com](http://www.mitchellandco.com)), a business strategy and business model improvement firm in Wellesley, Massachusetts.) Carol Coles (Carol Bruckner Coles is president of Mitchell and Company and co-founded the firm in 1977. - Summary *The Ultimate Competitive Advantage* - Donald Mitchell And Carol Coles